



# Better Breakfast Cereals Boost Brainpower!

**What:** A list of recommended breakfast cereals to help schools make smart purchasing choices; helping students make healthy choices at school breakfast.

Turn the page over to see the list.

## Use the Nutrition Facts Label to determine which cereals are smart choices.

The cereals on the Recommended Cereals List contain less than 7 grams of added sugar per one ounce serving.

- ⇒ Added sugars are listed under the Total Carbohydrate section of the label as “Sugars”.
- ⇒ Dietary fiber is also listed within this section. Strive to serve cereals with at least 1.5 grams of fiber per one ounce serving.
- ⇒ Remember to check the serving size. It is listed right at the top of the label.

Nutrition Facts	
Serving Size 1 cup (228g) Servings Per Container 2	
Amount Per Serving	
Calories 260	Calories from fat 120
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 5g	25%
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A 4%	Vitamin C 2%
Calcium 15%	Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram: Fat 9 * Carbohydrate 4 * Protein 4	

**Why:** Schools are making many healthy changes to their school meals.

**Schools can teach students and their families what a healthy breakfast looks and tastes like.**

**Where:** Better breakfast cereals (lower sugar, higher fiber) can be served in school breakfast programs, summer feeding programs, after school snack programs and child care centers.

## When and How:

- Schools may want to consider making the change to offering lower sugar, higher fiber cereals at the beginning of the school year rather than in the middle.
- Or, slowly introduce some of the lower sugar cereals while gradually decreasing the higher sugar cereals as the year goes on.
- Offer taste testing of the lower sugar cereals so that students can try them.
- Many of the lower sugar cereals are available on the Montana OPI Cooperative Bid.
- Please contact Kennie Johnson (406-444-4412, [kennie@mt.gov](mailto:kennie@mt.gov)) if you would like to see a certain brand of cereal added to the Cooperative Bid.
- Contact the Montana Team Nutrition Program and School Nutrition Programs for support and technical assistance in making healthy changes to your school meals.

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Montana School Food Service Peer Trainers:

[http://www.opi.mt.gov/pdf/SchoolFood/Resources/TN/09\\_10PeerTrainerDirectory.pdf](http://www.opi.mt.gov/pdf/SchoolFood/Resources/TN/09_10PeerTrainerDirectory.pdf)

Montana Office of Public Instruction School Nutrition Programs: (406) 444-2501

<http://www.opi.mt.gov/schoolfood/index.html>

## Recommended Breakfast Cereals List

This list is not meant to be inclusive of all brands and varieties of cereals.

Name Brand	Added Sugar (g)	Fiber (g)	Store Brand	Added Sugar (g)	Fiber (g)
Bran Flakes	5.29	4.90	<b>Great Value Wal-Mart:</b>		
Cheerios (General Mills)*	1.13	2.80	Bran Flakes	5.00	5.00
Multi-Grain Cheerios	5.80	2.60	Corn Flakes	2.00	0.00
Reduced sugar Cinnamon Toast Crunch (General Mills)*	1.80	2.80	Crisp Rice	3.00	0.00
Raisin Bran (Malt-O-Meal)**	12.00	3.00	Frosted Shredded Wheat	5.5	2.50
Toasted Oat Circles (Malt O Meal)*	1.00	3.00	Multi-Grain Flakes	5.00	3.00
Multi-Bran Chex	5.80	3.40	Crunchy Nuggets	3.00	5.00
Wheat Chex (General Mills)*	2.80	3.00	Toasted Rice, Oats or Corn	2.00	1.00
Corn Flakes (Malt O Meal)*	0.70	3.00			
Rice Krispies (Malt O Meal)*	3.00	0.00	<b>IGA:</b>		
Crispix	3.25	0.30	Bran Flakes	5.00	5.00
Grape Nuts	3.50	2.50	Corn Flakes	3.00	0.00
Honey Bunch of Oats (w/ Almonds)	5.88	1.30	Crispy Corn Puffs	3.00	4.00
Honey Bunches of Oats Honey Roasted, (Post)*	6.90	1.30	Crispy Corn and Rice	3.0	1.0
Kix	2.73	2.50	Frosted Shredded Wheat	5.50	3.50
Life	5.45	1.80	Nutty Nuggets	3.00	5.00
Frosted Mini Wheats (Kellogg's)*	5.60	2.80	Oats n More w/ Honey	6.0	2.0
Oatmeal Squares	4.50	2.0			
Special K	4.00	1.0	<b>Ralston:</b>		
Total	4.67	2.50	Bran Flakes	4.80	4.70
Wheaties (General Mills)*	3.75	3.00	Corn Flakes*	2.20	0.80
<b>Hot Cereals</b>			Crispy Rice*	2.14	0.20
Cream of Wheat (Regular)*	0.01	0.10	Frosted Shredded Wheat*	5.25	2.50
Cream of Wheat (chocolate)*	7.00	1.00	Tasteeos*	1.30	3.00
Cream of the West (Roasted wheat)*	3.20	1.60			
Cream of the West (Roasted 7-grain)*	6.20	5.20			
Maypo (Instant)*	1.75	0.70			
Oatmeal (regular, quick-cooking and instant), Plain*	0.08	3.00			

\* Denotes cereal available from Montana OPI Cooperative Bid

\*\* Raisin Bran is an exception, due to the fact that the higher sugar content comes from dried fruit, not added sugar. This exception applies to other whole grain cereals with dried fruit.